

MINUTES OF THE REGULAR MEETING OF
GONZALES CONVENTION AND VISITORS BUREAU

Thursday, July 13, 2017

City Hall ~ 820 St. Joseph

12:00pm

Call to Order and Certification of Quorum

Vice-Chairman Morrow called the meeting to order at 12:02pm. A quorum was declared present.

Members present: Barbara Crozier, Dawn O'Donnell, Clint Hille, Alison Rodriguez, Holly Danz, Chris Kappmeyer, Ken Morrow; **Members absent:** Paul Frenzel, Ann Covert; **Ex officio present:** none; **Staff present:** none; **City Officials present:** Genora Young, Mayor Connie Kacir, Anne Dollery, Sami Jo Warren; **Guests:** Sandra Mauldin

Public Comments: Sandra Mauldin introduced herself as representative of the Gonzales Memorial Museums Board. Mayor Kacir stated that plans are still progressing for a 2-day bullriding/bullfighting event with Bo Davis and Shorty Gorham. They are also considering adding a third day. Shorty Gorham event in July brought in about 1500 spectators. Mayor also asked that a policy be created stating the funding threshold for this board, as well as possibly increasing that threshold to \$5000. Tourism director position has been posted, and to date, have received 9 applications. Mayor Kacir spoke to the line item regarding the Museum Board, and she endorses their funding request. Budget session is in full swing, and making good progress. Mayor Kacir also reported that she and Clint Hille worked the Visitor's Center on July 4th. Was not as large of a turnout as Memorial Day, but still a good day.

Approval of Minutes

1. Approval of Minutes: The minutes of the June 8, 2017 meeting were approved as presented.

Action Items:

2. **Discuss and Consider Application for funding from Gonzales Memorial Museum Board.** Sandra Mauldin spoke to their funding request. Museum board is looking to take on a restoration project of the Memorial Museum. Goal is \$4.1million for this project, but is a modest figure. Funding will come from a letter writing campaign, new souvenir items to go in the museum to sell, grants. The \$5000 total request is broke into two sections: \$2500 will be for the letter writing campaign and materials that go with that, and \$2500 will be for souvenir items. Barbara Crozier moved to accept this request, Dawn O'Donnell seconded. There was a question as to if these funds come from this board, or from the museum line item of the city budget. Mayor Kacir stated that it could come thru this board, and then on to City Council for decision on if funds come from fund balance. Ken Morrow is in favor of seeding the souvenirs so they can be sold to create revenue. Dawn O'Donnell stated that other museums steer you into souvenir shops so they can make purchases, and people are buying the stuff. Holly Danz asked what happens when these initial souvenirs are sold; the revenues from the souvenir sales would be put into a dedicated fund for this project, and will be used to purchase more souvenir items. Vote called, motion passed unanimously.

3. **Discuss and Consider 10-point plan for marketing new events.** Chris Kappmeyer feels this project should have input from the new tourism director. Chris Kappmeyer moved to table this subject, Dawn O'Donnell seconded; motion passed.
4. **Discuss and Consider GCVB mission statement.** Barbara Crozier moved to table this discussion as well until director is hired, Holly Danz seconded; motion passed.
5. **Discuss and Consider Home and Garden Show.** Clint Hille presented a summary of local shows that would be available for this board to have a booth set up to promote tourism. He suggested the San Antonio Christmas Showcase, and the Houston Show, and possibly an Austin show. Chris Kappmeyer asked who would man these shows. He would like our board members to be able to take part, as well as staff members. Ken Morrow moved to spend \$2499 to be part of the Christmas Showcase and the Houston show, Holly Danz seconded. Chris Kappmeyer is worried about using only staff members for these events. Further discussion on how many days would staff be needed, total expenses, etc. Vote called, motion passed.
6. **Discuss and Consider Signage.** EDC will be working on this project.
7. **Discuss and Consider Lunch and Learn.** Barbara Crozier moved to table this discussion, Clint Hille seconded; motion passed.

Reports

8. **Post event report form Texas Independence Relay.** Organizer is open to moving the overnight stays into hotels rather than free or low cost housing. Was a very successful event overall. Would be nice to add a preceding day to this event to create more overnights.
9. **Report Regarding Advertising, Billboards, Website, and use and distribution of the video Rick Green has supplied.** 3 billboards remaining, one is due for renewal now. Will ask the billboard company if they will renew the board for 6 months. At that point, new director could decide if they wanted to keep it or not. Genora Young is working with Rick Green; current issue is the audio affects.
10. **Report on Occupancy Trends.** City of Gonzales is at about 43% occupancy, should be about 62%. Oil field is here, but not at high levels.
11. **Report from Anne Dollery on the Expo Center at JB Wells Park.** Anne thought the Shorty Gorham event was a great success. There were about 1500 people in attendance. Gonzales Market Days and Car Show being held the next weekend at the Expo. Already booking 2019. There is now a separate Expo Center webpage under the main JB Wells page, as well as a space that people can submit inquiries.
12. **Report from advisory members on Event Development.** Dawn O'Donnell stated that as of now, there will not be a Garden Tour in 2018.
13. **Report from Gonzales Memorial Museum.** Roughly 40 visitors per day.

14. **Report on Upcoming Events.** Crystal Theater July 10-July 21, Gonzales County Veterans Memorial Assn. 3-man scramble July 15, Date night at The Venue July 22, TYRA Finals July 25th-29th, Youth Center Gala August 12, Gonzales Healthcare Systems Foundation Gala September 9, First Shot Cook Off September 15-17, Come & Pull It September 15-17, Come & Take It October 6-8, Rusted Gingham 10th annual Barn Sale November 10.
15. **Financial Report.** Chris Kappmeyer would like clarity on the Expo Center finances.
16. **Call for new agenda items for the following meeting, by members.** none
17. **Staff Report.** Tourism director applicants will be interviewed soon.
18. **Set date and time of next regular meeting.** August 10, 2017 at 12pm.

Chairman asked for a motion to adjourn. Holly Danz moved that we adjourn. With a second from Dawn O'Donnell, the meeting was adjourned at 1:37pm

Holly Danz, Secretary
